

Nick Baker

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Communications & Public Affairs Strategist

Creative and energetic leader with a proven track record of developing and executing integrated communications programs for companies and non-profits that build brand awareness, strengthen relationships with key stakeholders, and maintain positive public perceptions.

Core Competencies

Copywriting & Editing – Public Relations – Media Relations – Publications Management
Issue Advocacy – Executive Communications – Strategic Planning – Marketing
Internal & External Communications – Digital Media – Storytelling
Project Management – Event Planning & Execution – Vendor Management

Professional Experience

Public Risk Management Association

8/2024 - Present

Associate Director of Marketing and Communications

Washington, D.C.

- ♦ **Streamlined marcomm operations** by implementing Hootsuite, FreedCamp, and TeamUp.
- ♦ **Redesigned weekly newsletter**, leading to an average fifteen percent increase in CTR per issue.
- ♦ **Secured over one dozen** new contributing writers for quarterly member magazine.
- ♦ **Marketing strategy resulted in** exceeding conference registration target by five percent.

Greater Capital Area Association of Realtors

6/2021 - 4/2024

Associate Director of Communications

Washington, D.C.

- ♦ **Led a comprehensive communications strategy** to counter county executive's proposed property tax increase.
- ♦ **Optimized magazine content** by writing articles and president's letters on salient industry topics.
- ♦ **Launched marketing campaign for new DEI program** that resulted in 500 members obtaining certifications in first year.
- ♦ **Managed execution of continuous PR strategy** showcasing GCAAR's commitment to affordable housing policies.
- ♦ **Revamped media strategy** led to positive coverage in the *Washington Post*, the *Wall Street Journal*, and local TV news programs.

Colorado Association of Realtors

4/2019 - 5/2021

Communications & Public Relations Manager

Denver, CO

- ♦ **Increased member participation** in state legislative calls-for-action by 25% with more persuasive messaging.
- ♦ **Organized execution of internal communications campaign** informing realtors of impact of governor's COVID-19 restrictions on the real estate industry.
- ♦ **Grew CAR's LinkedIn followers by over 80%** in one year with improved content and more frequent posts.
- ♦ **Championed effective storytelling of CAR's philanthropic foundation** with compelling magazine content and videos, and targeted media outreach.
- ♦ **Launched statewide wildfire preparedness campaign** targeting property owners, first responders, and local media.

Continued...

Transportation Intermediaries Association

Communications Manager

6/2017 - 4/2019

Alexandria, VA

- ◆ **Spearheaded branding and marketing** of TIA's first technology-focused conference and achieved a goal of 250 attendees.
- ◆ **Oversaw redesign and production** of monthly print magazine and new website.
- ◆ **Increased visibility of TIA and CEO** through proactive engagement with industry media.

Association of Home Appliance Manufacturers

Communications & Membership Manager

9/2011 - 6/2017

Washington, D.C.

- ◆ **Collaborated on developing industry messaging** informing members of Congress and staff about regulatory and trade barriers.
- ◆ **Proactive outreach to reporters** led to positive coverage of manufacturers' commitment to energy efficiency and sustainability initiatives.
- ◆ **Coordinated development** of nationwide campaign educating consumers about counterfeit water filters.
- ◆ **Launched redesigned website and improved content** focusing on environmental and consumer initiatives.

Technology Skills

Adobe Creative Suite – Canva – HTML – WordPress – Hootsuite – Database Management
Social Media – Higher Logic, MailChimp – SEO – Web Analytics – Photography

Education

Ball State University

Bachelor of Science: Political Science/History

Muncie, IN

Minor: Campaign Communication

Recommendations

“Nick is a team member I was always able to count on to get the job done. In addition to Nick's exceptional time-management skills, he is also a very good writer, having written research-based, informative, and compelling feature articles... **Nick is a highly competent professional and would be an asset to any company!”**

– Christine Barnhart, Vice President, Strategic Communications
Former supervisor, Greater Capital Area Association of Realtors

“Nick consistently displayed exceptional leadership qualities... He has a remarkable ability to complete tasks effectively and with precision, delivering outstanding results. **Nick is a reliable and dedicated colleague** – always ready to offer support.”

– Rachael Oury
Former colleague, Transportation Intermediaries Association